

MISSION MAKERS

IV



1ST QUARTER FY07

4th District Commanding Officer Standings



1 Maj. Morgan
RS Raleigh

1.32



2 Maj. Fulford
RS Baltimore

1.28



3 Maj. Carroll
RS Louisville

1.26



4 Maj. Rizzo
RS Detroit

1.24



5 Maj. Harrell
RS Richmond

1.24



6 Maj. Woodworth
RS Charleston

1.23



7 Maj. Nethercott
RS Frederick

1.21



8 Maj. Cassidy
RS Cleveland

1.20

*Commanding Officer standings are based on the recruiting station's net APR for the quarter.

(COVER) Designed by Sgt. Sarah M. Harman

This appropriated-funds magazine is an authorized publication for members of the Military Services. Contents of the IV are not necessarily the official views of, or endorsed by, the U.S. Government, the Department of Defense, or the Department of the Navy. The editorial content of IV is prepared, edited, and provided by the Public Affairs Branch, 4th Marine Corps District, in accordance with regulations contained in SECNAVINST 5720.44.

Commanding Officer

Col. Brian Manthe

Executive Officer

Lt. Col. Patrick F. Cox

Sergeant Major

Sgt. Maj. David W. Boerst

IV Editorial Staff

Public Affairs Officer

1st Lt. Paul Croom II

Public Affairs Chief

Gunnery Sgt. Nicholas McLaren

Editor

Sgt. Theresa E. Seng

Combat Correspondent

Sgt. Jason Anderson

Combat Photographer

Sgt. Sarah M. Harman

Combat Correspondent

Cpl. D. W. Barker

Guidelines for Submission If you have a comment, or you've written a story, or have a story idea that you would like to see in IV, the 4th MCD staff would like to hear from you. You can call the editor at (717) 770-8126 or send an e-mail to barkerdw@marines.usmc.mil. If you would like to submit a story about recruiting, tricks of the trade, military families, or any other subject, please send the typed story along with any photographs to: 4th Forum Editor, 4th MCD, Bldg. 54, Suite 3, New Cumberland, Pa. 17070. Submissions will only be returned by request.

COLONEL'S REMARKS

We are a Nation at War!

To win, our Nation needs its Warrior-elite. The Corps is more necessary today than at any time in history. It is a fact that when the Nation is threatened or in need, she looks to her Marines. This is to be expected since our countrymen know we will never fail them.

This is a great responsibility. Not just for the Corps as a whole, but for the Marine recruiter in particular.

No recruiters ... no Corps! It is that simple.

It is our job to fill the ranks with the best and brightest young Americans society can produce. We also shape the future successes of those we recruit through our vigorous application of the Delayed Entry "Pool Program." This Program is designed to help us recruit more people, but in the process it also helps us prepare future Marines for success in boot camp and throughout their time in the Corps.

I commend the recruiters of the IVth MCD. As a team you're making history. During this time of war, your service is needed, respected and appreciated. Your performance has been superb, as you have become more than just **Mission Makers**; you are recognized as leaders among our Corps' recruiting force.

Attack ... Attack ... Attack!

Brian Manthe
Colonel, USMC



Sgt. Tiffany Carter
Staff Sgt. Douglas A. Haynesworth, SNCOIC of RSS Alexandria, Recruiting Station Frederick, re-enlisted Jan. 13 at the newly finished Marine Corps Museum in Quantico, Va.

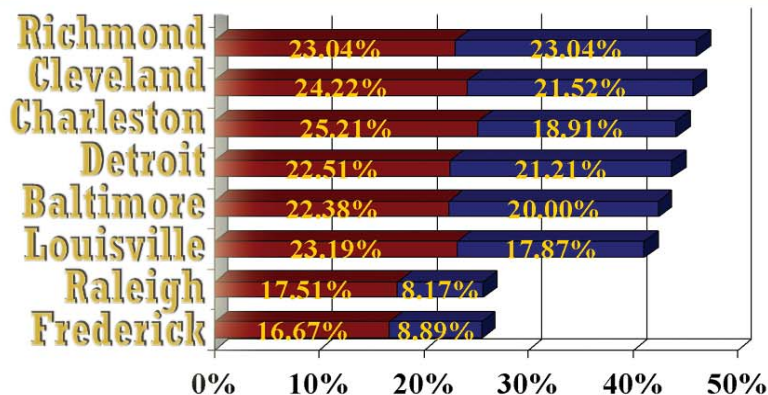


Staff Sgt. David Drafton
Staff Sgt. Channa Smalls, a canvassing recruiter with RSS Fayetteville, NC, looks on as future Marines give it their all during an all-female pool function recently.



Staff Sgt. David Drafton
Major Jeffery M. Morgan, commanding officer, RS Raleigh, presents Sgt. Joseph Christmas, a recruiter with RSS Hickory, with the Berserker Award. The award is for those who write nine or more net new contracts, achieving tier and alpha percentage, during any three-month period.

Fourth District Sergeant Major Program Standings



*The Sergeant Major program standings are based on the percentage of MCRC missioned contracts produced from the command recruiting and pool programs combined. The standard is: DEP 30 percent CDR 18 percent.

SERGEANT MAJOR'S MESSAGE

TIME MANAGEMENT: A LEADERSHIP ISSUE

One of the largest obstacles we must conquer as leaders in the recruiting environment is the issue of time management. Time and effort spent without results is time lost. Time lost can never be recovered. Think about the hours wasted driving young men and women to MEPS only to watch them get sent home for something that should have been screened out earlier, or calling a senior list mid-morning on a school day, or the 12 months spent on a poolee who doesn't end up shipping to recruit training. Marines, individual planning and scheduling are the keys to prevent the loss or your valuable time.

Besides scheduling and planning, the single most important aspect of time management for a SNCOIC is the SUPERVISION OF RECRUITERS. Remember, supervision is the "S" in BAMCIS. Recruiters must do two things: prospect and sell. Everything else is secondary. Recruiters can be easily distracted and waste their precious time by planning things that do not directly support those two main goals.

The SNCOIC is responsible for directing the Marines under his charge to ensure mission accomplishment along with the success of those Marines. The SNCOIC leads them! Leading and directing Marines by example in two specific areas will always reflect in the results achieved by the individual Marines and the RSS.

The two areas are sense of urgency and work ethic. Sense of urgency refers to the op tempo the leader embodies, being on the cutting edge, always thinking about how to get the mission accomplished and supervise the Marines at the tactical level. Going hand-in-hand with a sense of urgency is work ethic. Always being the first to work, excelling at your assigned responsibilities, continually striving for perfection, maintaining a commitment to PT, setting the standard for appearance ... these actions speak louder than words. Give your Marines someone to emulate.

Marines will only do what you allow and encourage them to. Holding Marines accountable is what leaders do. Accomplish this and we will make Marines successful. This is what we do for a living.



Lead your Marines,

**Sergeant Major
David W. Boerst**



Cpl. Sharon Fox
Gunnery Sgt. Brian L. McGrady, SNCOIC of RSS South Columbus, RS Charleston, proudly holds high his RSS's award for RSS of the Month during the RS's All Hands.



Staff Sgt. David Drafton
Newly promoted Gunnery Sergeants Marinica Arton, RSS Greenville, and John Young, RSS Greensboro, pose post-promotion with Maj. Jeffery M. Morgan, commanding officer, and Sgt. Maj. Timothy Ruff, RS sergeant major.



Sgt. Tiffany Carter
Joey D. Blanchard, canvassing recruiter with RSS Frederick, is promoted to staff sergeant by Maj. Julie Nethercot, RS Frederick commanding officer, and CWO3 Tony Apperson, Blanchard's former platoon sergeant, Dec. 1.

Future Marines meet at Post 83

Story by
Molly Linn
Sandusky Register staff reporter

Marine Corps drill instructors answered questions in a normal speaking voice, instead of barking orders Tuesday night.

For Sgt. Marina Lopez and Sgt. Chris Williams, their audience was vastly different than the recruits they're accustomed to, but equally attentive — parents of future Marines.

The two drill instructors, along with recruitment officers, answered parents' questions during a family night at American Legion Post 83 sponsored by Recruiting Station Detroit and attended by future Marines and family members from Northwestern Ohio.

The event brought recruiters, future Marines and their families and two drill instructors from Parris Island, S.C., to the dinner table to discuss their son's and daughter's entry into the Marine Corps family.

Major Ralph J. Rizzo Jr., of RS Detroit, addressed parents, girlfriends,

boyfriends and family members at the hall, explaining the evening was all about laying to rest some of the myths associated with the island.

"There are so many preconceived notions," he said. "This event is designed to put fears and concerns of future Marine's families to rest."

It is also one of the first opportunities proud parents have to take part in their son or daughter's transformation into being a Marine, explained Sgt. Maj. Scott A. Van De Ven, also of RS Detroit.

"This is an opportunity for future Marines' families to get together," he said. "Sometimes parents feel alone and don't know anyone that shares the experience of having a child become a Marine."

"We open our family to the recruit's family. Once you are a Marine, your family is touched by the Corps' lifestyle," Rizzo said.

The evening was all about questions. Difficult, detailed and specific questions were asked of the Marines by very demanding parents.

Rizzo said difficult questions parents often ask about the severity and extremes of training are answered in an honest, upfront manner.

Those questions weren't easy for the drill instructors. "Will you get in my son's face? How bad is this going to get?" one parent asked.

A recruit's time on Parris Island is "controlled chaos," explained Lopez. "Recruits will be stressed and put in positions of uncertainty."

The experience isn't easy, Rizzo said. "The reward at the end far outweighs the road you took to get there," he said.

Parents had the opportunity to ask questions about what can be mailed to recruits, how recruits purchase items while at Parris Island, graduation details and when to expect phone calls from recruits.

Everything from the day recruits place their feet on the yellow footprints to when they return home after graduation was covered.

When a Marine's answer didn't satisfy a parent, a Marine Corps mother seeing her third son off to Parris Island this summer stepped up and took the concerned mom under her wing.

For future Marine Jackie Spicer, 18, of Norwalk, the event was an opportunity for her parents to learn more about her experience firsthand and have questions they can't ask their daughter answered.

Future Marine Chris Howard, 17, of Sandusky, and his parents were in attendance. Howard's parents asked about whether or not they should send postage stamps with their son.

Answers to questions as simple as those can put a parent's minds at ease, Van De Ven said.

(Editor's note: Reprinted with permission of the Sandusky Register.)



Register photo by Abigail Bobrow

Sgt. Marina Lopez, a drill instructor at Parris Island, stands on the stage at an informational meeting for delayed entry U.S. Marines recruits at the Americal Legion Post 83 on Feb. 20.

Faces from the Front

Lance Cpl. Evan E. Miller, a 21-year-old from Defiance, Ohio, and assigned to Weapons Company, 1st Battalion, 24th Marine Regiment, aims in with a M-32 Multiple Grenade Launcher at Camp Fallujah's Eagle Range Oct. 16. Marines from the battalion arrived in Fallujah recently, taking responsibility for Fallujah from 1st Battalion, 25th Marine Regiment. Marines from 1st Battalion, 24th Marine Regiment are serving a seven-month deployment with Regimental Combat Team 5. The launcher, which is being used by Marine battalions, is an experimental weapon, and able to fire up to six rounds in just under three seconds. So far, the new weapon has had a warm reception from Marines in the field.



Gunnery Sgt. Mark Oliva

Louisville Marine personifies dedication

Story and photos by
Sgt Kenneth G. Lewis, Jr.
Louisville, Ky.

FAIRFIELD, Ohio — Whether in the fleet or in combat, dedication and tenacity are just two of the qualities a good Marine exhibits, especially in the face of adversity. Likewise, they are two qualities Marines are expected to



Staff Sgt. Jonathan M. Breeden, who was severely burned in a grease fire, was on convalescent leave from Aug. 10 to Oct. 1, 2006. Breeden's goal was to never write a 'zero,' and he wrote three contracts during this time.

bring with them on recruiting duty.

Staff Sgt. Jonathan M. Breeden did just that, and made himself a promise when he graduated recruiting school — never write a 'zero'.

If not for his dedication, Breeden would have failed himself.

Breeden, who was meritoriously promoted to staff sergeant July 2, 2006, and had a net 2.65 average per recruiter, was severely burned by a grease fire July 31, 2006.

"It was undoubtedly the most pain I'd ever felt in my life," said Breeden.

He received 1st degree burns on his head, 2nd degree burns on his face and right hand and 3rd degree burns to his left hand.

The Dry Ridge, Ky., native, was placed on 45 days convalescent leave and taken off production as a recruiter. During this time Breeden was restricted to his home and forced to clean out his own burns, which he said was excruciating.

Oh ... and he wrote three contracts.

"We still had a mission," he said decisively. "I wanted to help the recruiting station and it was a great personal challenge," he added. Especially considering the burn on his left hand required a six-inch skin graft from his waistline.

Breeden spent most of his days on the telephone, calling potential applicants and setting up appointments for his recruiting sub-station in Fairfield, Ohio. His relentless work ethic led to two contracts for September. Without those contracts, his sub-station



Staff Sgt. Jonathan M. Breeden received 3rd-degree burns to his left hand.

would have missed their mission.

"It's means everything to have a recruiter like Staff Sgt. Breeden in your arsenal," said Master Sgt. Kurt A. Schwaninger, staff non-commissioned officer-in-charge of RSS Fairfield. "It shows that anyone can write contracts as long as they put forth the effort."

Breeden attributes his attitude to the experience as an infantryman.

"Marines are given missions and we always accomplish the mission," he said. "The Marine Corps way is to always do your best and never give up."

Major William P. Carroll, the commanding officer of RS Louisville, wants other Marines to emulate Breeden.

"Staff Sgt. Breeden epitomizes what being a Marine, and a recruiter is all about," he said. He is a junior staff sergeant among his peers, but he and his work ethic are something all should use as motivation.

Marine recruiters win trip to Florida

Master Sgt. James D. Edwards
Marine Corps Recruiting Command

ORLANDO, Fla. — Winners of the Marine Corps Recruiting Command's Fiscal Year 2007 Fall Recruiting Offensive and their spouses gathered for an awards ceremony and weekend getaway Jan. 12-14 at the Shades of Green, an armed forces recreation resort located in the heart of Walt Disney World.

The Recruiting Command planned the awards ceremony as a national-level initiative to recognize the top three staff noncommissioned officers-in-charge and top three recruiters from each Marine Corps District. The six district commanders established evaluation standards for the fall offensive, which took place from Oct. 1 through Dec. 29, 2006.

"Recruiting is very tough and is challenging, but you Marines have performed exceptionally, and I am proud to be here presenting these well-deserved awards," said Brig. Gen. Richard T. Tryon, commanding general, MCRC. "Before I present the awards and get you out of here to enjoy your time in Orlando, I want to thank the spouses and families for the vital role they contribute to your success."

In addition to recognizing the Marines, the command also provided funding for each awardee's spouse to attend.

The top SNCOIC and recruiter from each district received a Navy and Marine Corps Commendation Medal for their achievements. The

remaining 24 awardees received Navy and Marine Corps Achievement Medals.

The awardees were all proud of their accomplishment, but some were really excited about coming to Disney World to receive the award.

"It is really awesome receiving my first Navy and Marine Corps Achievement Medal in this fashion — at Disney World," said Sgt. Floyd W. Hutto, a recruiter from Recruiting Station Houston, Recruiting Sub-station Baybrook, Texas.

"Recruiting duty has been very challenging, but rewarding. When young Marines come home from boot camp, the change you witness really pushes you to stay on top of your game. My tour is coming to an end, but I will definitely recommend recruiting duty to my Marines in the fleet," he added.

"The entire weekend was awesome," said Amy Geitgey, wife of Gunnery Sgt. Robert A. Geitgey, SNCOIC, RS Louisville, RSS Louisville North. "I really appreciate the general and the command for doing this. Being able to see my husband recognized for his performance at work and having the opportunity to spend a few days together here in Florida has been a wonderful experience that I won't forget."

The Marines all enjoyed the recognition, the time spent with fellow Marines and family and the break from the day-to-day grind, but no doubt about it, recruiting was still on their minds as they anticipated returning to their stations.

Fourth District AOP top in Nation

Story compiled by

Sgt. Theresa E. Seng and Lance Cpl. Kari Keeran

The Marine Corps Recruiting Command recognized its Officer Selection Officers for their achievements during Fiscal Year 2006 at an award ceremony held at the National Conference Center Dec. 14.

Seventy-one OSOs from throughout the six Marine Corps Districts gathered for the ceremony, which concluded a week-long conference. Brigadier General Richard T. Tryon, commanding general, MCRC, presented the awards to the recipients.

"Those Marines who received awards were typical of the high quality of Marine officers who are assigned to OSO duty," said Master Sgt. Joseph Dupont, national officer selection assistant trainer, MCRC.

The OSO of the year is the Fourth Marine Corps District's own Capt. Jon McFaul, Officer Selection Station Salem, Va. Also, the Officer Selection Station Roanoke, RS Richmond, earned the Gene Tunney Award for Officer Selection Team of the Year, and the Assistant for Officer Procurement staff from 4th Marine Corps District earned the Brig. Gen. Alexander McMillian award for meeting their assigned mission and maintaining a low attrition rate.

"The 4th MCD AOP staff is honored to be recognized, and we share this award with our fellow AOP staff in the other five districts, who work just as hard to support the MCRC officer procurement efforts," said Maj. Raphael Hernandez, assistant for officer procurement, Fourth District.

The AOP team attributes their success to organization.

"Given our unique team with Cindy (Gorecki), working remotely ninety percent of the time, communication was key. If it hadn't been for (the Information Systems Management Office) enabling us to keep in communication constantly we never could have accomplished what we did," said HM1 Scott D. Macklin, AOP medical review officer for the District.

"The sense of accomplishment justifies all the hard work and trouble we went through," he continued. "Receiving this award has solidified this team's efforts behind our commanding officer's direction for officer procurement. Now our goal is to continue the success and go for two years in a row."



Lance Cpl. Kari Keeran

The Fourth Marine Corps District Assistant for Officer Procurement Team stands with Brig. Gen. Richard T. Tryon, MCRC commanding general, after receiving the award for AOP staff of the year for the nation Dec. 14

Cleveland skies rocked by VMGR-252

Story and photo by

Cpl. Curt Keester

MCAS Cherry Point

CLEVELAND – Two roaring KC-130J aircraft with 2nd Marine Aircraft Wing Marine Aerial Refueling Squadron 252 overpowered more than 70,000 football fans in the Cleveland Browns Stadium during a Veterans Day celebration prior to the Browns vs. Pittsburgh Steelers game Nov. 19.

The flyover, coordinated by Recruiting Station Cleveland, followed patriotic songs performed by artists from the Cleveland Opera and a 21-gun salute honoring veterans from World War II, Korea, Vietnam, the Persian Gulf and Iraq/Afghanistan. The ceremony honoring veterans was one of many events at National Football League games throughout the month of November.

The flyover wasn't the only thing on the Marine's agenda that weekend. The squadron squeezed in training, qualifications, a fixed-wing aerial refueling mission and support to the local recruiting effort.

"When you can go out (to a Browns game) like this and still get work done, it's the best job to have," said Cpl. Thomas E. Bahr, a KC-130J loadmaster with VMGR-252.

Following training flights, the RS gained additional recruiting benefits from the event. Sergeant John D. Chenoweth, a canvassing recruiter at Recruiting Sub-station Mentor,

Ohio, brought an educator from a local school, an enlistee in the delayed entry program, and a number of potential recruits seeking more information about life in the Marine Corps.

Chenoweth, a former enlisted navigator for VMGR-252, was also extremely integral in helping arrange the flyover.

"I really wanted to see them (VMGR-252) out here to do this (flyover)," Chenoweth said, "because I always know they are looking for fun things to do that are positive for the Marine Corps."

The VMGR-252 Marines gave the pooles and a group of Young Marines, headed by Paul A. Sizemore, a tour of one of

the KC-130s, answering any questions they had.

"(Talking to the Young Marines) was motivating," Bahr said. "I was a Marine cadet as a child. I feel like I'm giving back to the people who helped me become the Marine I am today."

On the morning of the flyover, the crews of the two planes rose and gave an aircraft tour to another group of Young Marines from the greater Cleveland area after which the crews briefed the day's flight and prepared for takeoff. The planes rolled down the runway and headed out.

The two planes circled for about an hour before taking a straight path over downtown Cleveland and the Cleveland Browns Stadium.

After the aircraft cleared the stadium, the planes landed at Burke Lakefront Airport. A limousine took the pilots and crew to the stadium where they were greeted with all-access passes to the field. The Marines of VMGR-252 were welcomed as they walked into the stadium with "Proud to be an American" playing over the stadium's sound system.

"It's amazing – it's the first time I've ever been at an NFL game," Bahr said, "It's kind of overwhelming being out here in front of who knows how many people."

"This is probably the greatest experience I've had in the Marine Corps and life," he added. "I think it was awesome how it all went together."



During the second quarter of the Browns' battle against the Steelers, the pilots, crewmembers and maintainers of VMGR-252 were escorted onto the field, where they were recognized by fans of both teams for their contributions to our country.

OSO Standings

1 OSS Frederick
Capt. Smith
258



2 OSS Hyattsville
Capt. Doyle
210



3 OSS Hyattsville
Capt. Carle
205



4 OSS Ann Arbor
OSO Capt. Droste
Points 202

5 OSS Salem
OSO 1st Lt. Makeeff
Points 182

6 OSS Kent
OSO Capt. Samad
Points 176

7 OSS Covington
OSO Capt. Jamison
Points 171

8 OSS Raleigh
OSO Capt. Mirowicz
Points 162

9 OSS Richmond
OSO Capt. Brown
Points 152

10 OSS Columbus
OSO Capt. Jensen
Points 148

11 OSS Raleigh
OSO Capt. Hesener
Points 92

12 OSS Columbus
OSO Capt. Baker
Points 30

Operations Officer Standings

1 Capt. Willis
RS Detroit



2 GW02 Skinner
RS Raleigh



3 MGySgt Lester
RS Charleston



4 Capt. Blazer
RS Frederick



5 1stLt. Bergstrom
RS Richmond

6 1stLt. Morgan
RS Cleveland



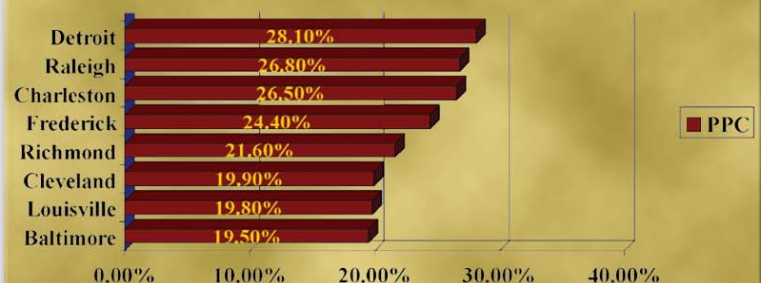
7 1stLt. VanBoening
RS Louisville



8 1stLt. Sattler
RS Baltimore



* Rankings are based on the percentage of contracts attained through PPC program.



Top Recruiters

Baltimore

Charleston



RSS: Glenn Burnie
Recruiter: Staff Sgt. Jackson



RSS: East Gate
Recruiter: Gunnery Sgt. Montney

Cleveland

Detroit



RSS: Medina
Recruiter: Staff Sgt. Johnson



RSS: Warren
Recruiter: Staff Sgt. Byrd

Frederick

Louisville



RSS: Alexandria
Recruiter: Staff Sgt. Thyden



RSS: Fairfield
Recruiter: Staff Sgt. Breeden

Raleigh

Richmond



RSS: Jacksonville
Recruiter: Staff Sgt. Deller



RSS: Charlottesville
Recruiter: Staff Sgt. Sprayberry

Corps Christmas



Cpl. Justin J. Shemanski

WARREN, Mich. – Private First Class Thomas McCracken, a ceremonial marcher at Marine Barracks 8th and I, raffles off another gift at RSS Warren's holiday family pool function at Dave and Buster's Dec. 29. The event was spearheaded by Master Sgt. Ronnie Burnette, SNCOIC, RSS Warren, who wanted to give the parents of his newest Marines and poolees the chance to meet with each other and to see that they are not the only ones adjusting to the realities of having their sons or daughters serve in the military. Prior to dinner, each recruiter from the station spoke to the dozens in attendance and then each poolee and new Marine was given the opportunity to say a few words about the training they have experienced thus far or what they most look forward to in their Marine Corps careers.

Don't get slammed by FMAM

Master Sgt. Robert Haywood
District Contact Team

It is that time of year. Welcome to February, March, April and May. For some who have been through FMAM before there may not be any concern for productivity. Consistency in recruiting practices and remaining proactive at all times helps not only now, but months down the road. It can also eliminate productivity concerns.

Those who may feel a little anxious about these upcoming months can take comfort in knowing as long as there is consistency and motivation while utilizing the system and all available assets, recruiters will be productive, possibly the most productive ever.

I would say a fair assumption for one to make is most recruiters are hearing one word repeated with every breath – GRADS! Find those grads and let them join the Corps, but do not neglect your high school program. Today's seniors are tomorrow's grads.

So how can you can strike that balance? It is imperative to develop a sound plan and follow it. Remember, before you can say something is not working, ensure the task was preformed proficiently and consistently over a measurable period of time.

There is no room for unproductive time. Hit the grad lists early, and scrub them. While making phone calls, use a callback list to maximize

contacts. When you come across a disconnected number or a kid with no number, send him a mail-out so you can complete a home visit later.

After morning prospecting, hit the streets with a plan. Complete two home visits, set up or service take-ones, establish or service local contacts, visit high schools for talks, and through all of your travels, be sure to set at least one appointment with a qualified applicant. In the evenings make sure to call at prime prospecting times, canvass in prime locations, and hit your call back list.

This time of year is also a great time to track down those elusive individuals who are still uncontacted from the Priority Prospect Card file. Use your pool to help find those priority prospects and much more. Task your pool with specific referrals, area canvas with your pool and have them take you to where their friends are. While using your pool, remember to give them classes on how to get referrals.

Utilize the command recruiter. If you do not have one on deck every month you are doing yourself an injustice. Get one and keep him or her tasked and moving. You can also contact the reservists who you enlisted and get them to work for you.

Now take a second and think. The items just covered were the basics. Ladies and gentlemen, it does not matter what time of year in which you are recruiting. If the basics are performed consistently and proficiently they will always pay dividends.

Gaining exposure in communities

Cpl. Sharon E. Fox
Charleston, W.Va.

CHARLESTON, W.Va. – “Marine on recruiting duty, you are the Marine Corps’ most powerful advertisement. There are fewer than 3,000 of you and more than two million graduating male high school seniors. Despite the imbalance, research indicates that over 46 percent of men ages 18 to 24 recall speaking with a Marine Recruiter. Clearly your impact is felt when contact is made, and the goal of recruitment advertising is to aid you in making contact.”

This excerpt, taken from the Executive Summary of the Fiscal Year 2007 Recruitment Advertising Plan, only emphasizes the importance of exposure of Marines in their community.

Page 18 of the RAP states “... the military recruiting environment has only grown *more* challenging. Continued pressure on youth propensity to enlist ... has been further characterized by a gradual shift from the heavily deployed ground forces to the seemingly more removed Navy and Air Force.”

With the heavy bonuses offered from the Army, our main recruiting competition, the Marine Corps still manages to do more with less. Is this because our uniforms are better looking? Is it because we stand a little taller, roll our shoulders back and strut? Maybe it’s because of how we take care of our own. Maybe it’s because when that potential applicant has a question that does not even relate to the Marine Corps or recruiting, we take the time to help him out.

With at least a dozen other reasons for why Marines are the best, how does our community recognize those reasons? Is it because our recruiters sit on their butts and wait for the office traffic? Is it because when they go area canvassing they stand in the middle of the mall and keep to themselves? Obviously not!

A successful recruiter is approachable. A successful recruiter gets involved in his community. A successful recruiter knows how his schools are doing in their sports competitions.

One of the things that have made the recruiters in Recruiting Station Charleston successful is providing color guards for high

school and large Enhanced Area Canvassing events.

Why wouldn’t you want to get in front of an audience of hundreds, sometimes thousands of high school males? Would you just call every one of them from your desk at work and hope they pick up?

“It’s extremely beneficial to do color guards at large events, especially if it’s a high school event,” said Gunnery Sgt. Will Caudill, SNCOIC for RSS Huntington. “With a large event like a basketball championship, it’s so important that the kids at the school see their recruiter and the Marines supporting them by not only showing up, but by showing up in blues and doing a color guard for their school.”

It’s not only the kids who see this showing of support, but also the parents and the administration, who are many times obstacles.

“Parents and influencers play a big role in kids’ lives. It’s our job as recruiters to not only satisfy the kids’ needs, but the needs of their parents and the influencers,” said Gunnery Sgt. Chad Isom, career recruiter and operations chief for RS Charleston. “Having recruiters do things like color guards and participate in other public events portrays the Marine Corps in a positive light and lets the community know that the Marine Corps is here for them.”

Aside from just being at all these events, a successful recruiter is hard working. He is relentless. A successful recruiter is sincere.

“A successful recruiter is a Marine who understands the importance of reinforcing the Marine Corps brand image,” said Master Gunnery Sgt. Tony Lester, career recruiter and operations officer for RS Charleston.

“He reinforces it by wearing his blues. He reinforces it by looking good, being poised and showing the public that the brand image of the smart, tough, elite warrior is REAL,” he continued. If everyone could be a United States Marine, it wouldn’t be the Marine Corps.

As a Marine recruiter, it’s important to emulate the saying “earned, never given” at every event and to every member of the public. It is what sets us apart from every other service. We are not just military recruiters, but we are military scouts looking for that smart, tough elite warrior. Through emulating our brand and our core values we will be able to find the next generation of *The Few and The Proud*.

Top Monthly Performers

RS

October

November

December

Baltimore	Staff Sgt. Carter (Columbia)	Staff Sgt. Jackson (Glenn Burnie)	Staff Sgt. Stephens (Landover)
Charleston	Gunnery Sgt. Montney (East Gate)	Sgt. Jones (Parkersburg)	Sgt. Siegel (Xenia)
Cleveland	Staff Sgt. Johnson (Medina)	Sgt. Blonski (Salem)	Sgt. Potts (Akron)
Detroit	Staff Sgt. Byrd (Warren)	Staff Sgt. Stamper (Howell)	Sgt. Langlais (Southgate)
Frederick	Staff Sgt. Schroun (Morgantown)	Staff Sgt. Thyden (Alexandria)	Staff Sgt. Blanchard (Frederick)
Louisville	Sgt. Darby (Paducha)	Staff Sgt. Niemi (Cincinnati)	Staff Sgt. Breeden (Fairfield)
Raleigh	Sgt. Kerns (Hickory)	Staff Sgt. Deller (Jacksonville)	Staff Sgt. Bills (Jacksonville)
Richmond	Staff Sgt. Sprayberry (Charlottesville)	Staff Sgt. Accord (Danville)	Staff Sgt. Samuells (Petersburg)
PSR	Staff Sgt. Rodriguez (Washington D.C.)	Staff Sgt. Rodriguez (Washington D.C.)	Staff Sgt. Rodriguez (Washington D.C.)

Recruiting Station Top SNCOICs

Baltimore



Gunnery Sgt. Alli (8411)

RSS Landover

Net APR 1.75

Charleston



Gunnery Sgt. McGrady (8411)

RSS South Columbus

Net APR 1.92

Cleveland



Staff Sgt. Tucker (8411)

RSS Medina

Net APR 1.64

Detroit



Staff Sgt. Malas (8411)

RSS Pontiac

Net APR 1.82

Frederick



Staff Sgt. Rivas (8412)

RSS Martinsburg

Net APR 1.42

Louisville



Master Sgt. Schwaninger (8412)

RSS Fairfield

Net APR 1.75

Raleigh

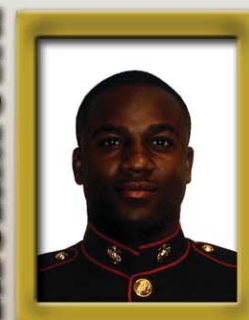


Staff Sgt. Jordan (8411)

RSS Jacksonville

Net APR 2.9

Richmond



Gunnery Sgt. Murchison (8411)

RSS Petersburg

Net APR 1.67

8412 Mission Status 1st Quarter FY07

RS	RSS	SNCOIC	Mission Contracts		RS	RSS	SNCOIC	Mission Contracts	
Raleigh	Hickory	Gunnery Sgt. Parris	18	27	Frederick	Martinsburg	Gunnery Sgt. Rivas	16	17
Detroit	South Gate	Gunnery Sgt. Goode	28	34	Detroit	Lima	Staff Sgt. Mulet	15	16
Raleigh	Winston-Salem	Gunnery Sgt. Terry	24	30	Cleveland	Akron	Gunnery Sgt. Horton	29	29
Charleston	Circleville	Gunnery Sgt. Rohr	22	26	Baltimore	Glen Burnie	Staff Sgt. Stepney	26	26
Richmond	Charlottesville	Gunnery Sgt. Emmert	19	23	Charleston	North Columbus	Staff Sgt. Harper	0	0
Cleveland	Salem	Gunnery Sgt. Brahan	27	30	Richmond	Virginia Beach	Gunnery Sgt. Thomas	19	18
Louisville	Louisville North	Gunnery Sgt. Geitgey	27	30	Raleigh	Greenville	Gunnery Sgt. Cobb	18	16
Louisville	Fairfield	Master Sgt. Schwaninger	24	27	Louisville	Lexington	Gunnery Sgt. Deskins	25	22
Raleigh	Concord	Staff Sgt. Coursen	15	18	Charleston	East Gate	Gunnery Sgt. Dubose	23	20
Frederick	Alexandria	Gunnery Sgt. Harper	30	32	Cleveland	Metro West	Gunnery Sgt. Williams	28	24
Raleigh	Raleigh	Gunnery Sgt. Greene	24	26	Detroit	Livonia	Gunnery Sgt. Little	25	20
Raleigh	Greensboro	Gunnery Sgt. Glenn	24	26	Frederick	Chantilly	Master Sgt. Walker	27	20
Charleston	Huntington	Gunnery Sgt. Caudill	23	24	Richmond	Richmond Main	Gunnery Sgt. Plata	22	14
Richmond	Newport News	Gunnery Sgt. Byers	22	23	Frederick	Rockville	Master Sgt. Howard	29	18
Richmond	Richmond South	Gunnery Sgt. Eaton	18	19					